

**Subject:** FW: FW: Moving Forward Joint CCA/BID ad for Dreams Magazine  
**From:** "Nhien Lasky" <NLasky@ccala.org>  
**Date:** 08/01/2016 03:20 PM  
**To:** "Nick Griffin" <NGriffin@downtownla.com>, "Henna Sherzai" <@>

Do their dates work for your report release? Also, not sure that CCA will need more than a few pages (maybe 4 at the most), so the rest you can dedicate to the report and/or other BIDs. I'll schedule a time for us to discuss this project.

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**From:** Steve [mailto:sftobia@aol.com]  
**Sent:** Monday, August 01, 2016 11:43 AM  
**To:** Nhien Lasky  
**Cc:** rick@ladreams.com; natalie@LAdreams.com; ty@LAdreams.com; Henna Sherzai; Joanne Danganan  
**Subject:** Re: Moving Forward Joint CCA/BID ad for Dreams Magazine

Hi Nihein  
Great!

14 page special section on CCA DTLA Bid and other Bids for mid October release  
Action

Ty and Natalie will send all of you specs for layout and pre-press specs  
Need files by Sept 15

We are suggesting that this special section mirror your 3rd quarter reports for reinforcement of the messages

Obviously the new Innovation initiative would be a major piece and your brand ad which is separate from the 14 pages

Next we discussed releasing at the event Nick is planning in October for Innivation and need the date and place and estimated attendees

Lastly the WTCLA is also now a major participant focused on foreign investment

The mayors office wants to focus on 2024 Olympics

So combined this will be the best official guide filled with data and key stakeholders!

We can plan a group meeting end of this week or week of August 15  
Sent from my iPhone

On Jul 29, 2016, at 9:56 AM, Nhien Lasky <[NLasky@ccala.org](mailto:NLasky@ccala.org)> wrote:

Hi all, just checking back. We appreciate the opportunity and don't want anything to fall between the cracks.

Thank you,  
Nhien

[<image001.png>](#) **Nhien Lasky**  
Director of Business Development & Marketing  
626 Wilshire Blvd., Suite 200 | Los Angeles, CA 90017  
office: (213) 416-7531 | fax: (213) 624-0858  
[NLasky@ccala.org](mailto:NLasky@ccala.org)  
[ccala.org](http://ccala.org)  
[<image002.png>](#) [<image003.png>](#)

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**From:** Nhien Lasky  
**Sent:** Tuesday, July 26, 2016 2:24 PM  
**To:** '[SFTOBIA@aol.com](mailto:SFTOBIA@aol.com)'; '[rick@ladreams.com](mailto:rick@ladreams.com)'; '[natalie@LAdreams.com](mailto:natalie@LAdreams.com)'; '[ty@LAdreams.com](mailto:ty@LAdreams.com)'; Henna Sherzai  
**Cc:** Joanne Danganan  
**Subject:** RE: Moving Forward Joint CCA/BID ad for Dreams Magazine

Hi Steve, apologies for the delay. We confirmed with Carol that we'd like to include the other BIDs as part of this advertising opportunity. I've included Henna Sherzai who handles marketing for the BID as well. Please let us know what the next steps and deadlines are for the content.

Thank you for the opportunity.

Best,  
Nhien

[<image001.png>](#) **Nhien Lasky**  
Director of Business Development & Marketing  
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[ccala.org](http://ccala.org)  
[<image002.png>](#) [<image003.png>](#)

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**From:** Nhien Lasky  
**Sent:** Wednesday, June 29, 2016 2:31 PM  
**To:** '[SFTOBIA@aol.com](mailto:SFTOBIA@aol.com)'; '[rick@ladreams.com](mailto:rick@ladreams.com)'; '[natalie@LAdreams.com](mailto:natalie@LAdreams.com)'; '[ty@LAdreams.com](mailto:ty@LAdreams.com)'  
**Subject:** RE: Moving Forward Joint CCA/BID ad for Dreams Magazine

Hi Steve,

Thanks for checking in. I wanted to wait until I had word from Carol about the BID component of the advertising piece before I got back to you. In general, she supports the idea of a joint partnership for the 12-page piece and is very appreciative of the opportunity.

Let us know what the next steps are and thanks for the updates on the

Treasures ad and billing.

Best regards,  
Nhien

<image001.png> **Nhien Lasky**

Director of Business Development & Marketing  
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[NLasky@ccala.org](mailto:NLasky@ccala.org)  
[ccala.org](http://ccala.org)  
<image002.png> <image003.png>

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**From:** [SFTOBIA@aol.com](mailto:SFTOBIA@aol.com) [<mailto:SFTOBIA@aol.com>]

**Sent:** Wednesday, June 29, 2016 12:56 PM

**To:** Nhien Lasky; [rick@ladreams.com](mailto:rick@ladreams.com); [natalie@LAdreams.com](mailto:natalie@LAdreams.com); [ty@LAdreams.com](mailto:ty@LAdreams.com)

**Subject:** Re: Moving Forward Joint CCA/BID ad for Dreams Magazine

Nhein

Didn't hear back from you on the last email.

We are mailing packages on Friday to the Mayor, etc and will arrive on Tuesday.

Please let me know status on your end by Friday.

1. 12-Page Feature ( 6 additional if Carol wants other BIDS)
2. Listing on Front Cover
3. Email to members on Special Issue and to contact us.

Thanks  
Steve

In a message dated 6/27/2016 11:59:18 A.M. Pacific Daylight Time, [SFTOBIA@aol.com](mailto:SFTOBIA@aol.com) writes:

hi Nhein

- 1) Great meeting on Thursday and let me know when we will have an official response.
- 2) I dont now if Rick updated you on our new editorial schedule/increased circulation and releases. (please go to [www.LAdreams.com](http://www.LAdreams.com)) for most recent Media Kit.
- 3) We now produce 6 issues per year with our expanded circulation and full-page ad for sponsors is \$6K per ad (\$36K annual)
- 4) The new ad will begin to run in our Art of Motion Design that will be released in Late June.
- 5) We did place the Tresures ad and get Urban on our DIGITAL magazine and also social media blasts.
- 6) I received the statement for past dues and will Natalie issue the checks.

FUTURE ADS

Please send to [Natalie@LAdreams.com](mailto:Natalie@LAdreams.com)

Thanks  
Steve

In a message dated 6/24/2016 4:27:57 P.M. Pacific Daylight Time, [NLasky@ccala.org](mailto:NLasky@ccala.org) writes:

Hello Rick and Steve, great seeing you yesterday and thank you for the marketing/advertising opportunity. We'll talk to Carol and will get back to you.

On a related topic, we don't see the attached ad that was sent to your team for publication per our membership trade agreement. In this month's escapes issue, there is a Get Urban ad, but it's not the one we sent to Rick earlier in the month. Can you let me know what happened and if you'll be able to run our correct ad in your next issue? Also, we would love to have a copy of the issues going back to March when our ads would have published.

Thank you,  
Nhien

 <http://www.cc>

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**From:** Nhien Lasky  
**Sent:** Monday, June 06, 2016 10:41 AM  
**To:** [rick@thedreamsmagazine.com](mailto:rick@thedreamsmagazine.com)  
**Subject:** Joint CCA/BID ad for Dreams Magazine

Hi Rick, please see attached for the joint CCA/BID ad to run in this month's issue of the magazine. By the way, I never received the tearsheets from the previous months. Do you have e-tearsheets you can send? Thanks so much.

Nhien

 <http://www.cca.org>

**Nhien Lasky**

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